Access DB# 73436

# SEARCH REQUEST FORM
## Scientific and Technical Information Center

Requester's Full Name: D. Laufer   Examiner#: 73139   Date: 8/15/02

Art Unit: 2100   Phone Number: 30 6-4160   Serial Number: 10/029,635

Mail Box and Bldg/Room Location: _____   Results Format Preferred (circle): Paper   Disk   E-mail

**If more than one search is submitted, please prioritize searches in order of need.**
\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

Please provide a detailed statement of the search topic, and describe as specifically as possible the subject matter to be searched. Include the elected species or structures, keywords, synonyms, acronyms, and registry numbers, and combine with the concept or utility of the invention. Define any terms that may have a special meaning. Give examples or relevant citations, authors, etc., if known. Please attach a copy of the cover sheet, pertinent claims, and abstract.

Title of Invention: _____

Inventors (please provide full names): _____

_____

Earliest Priority Filing Date: _____

*For Sequence Searches Only* Please include all pertinent information (parent, child, divisional, or issued patent numbers) along with the appropriate serial number.

Litigation

5968125

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|---|---|
| **From:** | Laufer, Pinchus |
| **Sent:** | Tuesday, August 13, 2002 5:52 PM |
| **To:** | Green, Shirelle |
| **Subject:** | Litigation searches |

two more searches please.

(1) SN 10/000,944   Reissue of US patent 5,999,981 Inventor: Avigdor Willenz et al. [OG date 8/06/02]


(2) SN 10/029,635   Reissue of US patent 5,968,125 Inventor: George Garrick et al. [OG date 8/13/02]


Thanks,

*Pinchus*
Pinchus M. Laufer, Ph.D.
Special Programs Examiner, Technology Center 2100
Computer Architecture, Software, & Electronic Commerce
US Patent and Trademark Office
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plaufer@uspto.gov

UNITED STATES PATENT AND TRADEMARK OFFICE GRANTED PATENT

<u>5968125</u>

October 19, 1999

Process for optimizing the effectiveness of a hypertext
element

INVENTOR: Garrick, George R., Chicago, IL; Weaver, Scott D., Deerfield, IL

APPL-NO: 08787532

FILED-DATE: January 21, 1997

GRANTED-DATE: October 19, 1999

ASSIGNEE-AT-ISSUE: Net. Roi, Chicago, IL

ASSIGNEE-AFTER-ISSUE: January 21, 1997 - ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE
DOCUMENT FOR DETAILS)., NET-ROI 357 WEST CHICAGO AVENUE CHICAGO, ILLINOIS
60614,, Reel and Frame Number: 008378/0901; January 21, 1997 - ASSIGNMENT OF
ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS)., NET.ROI 357 WEST CHICAGO AVENUE
CHICAGO, ILLINOIS 60614,, Reel and Frame Number: 008378/0948; January 21, 1997 -
ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS)., INTERSOFT, INC.
SUITE 200 106 WILMOT ROAD DEERFIELD, ILLINOIS 60015,, Reel and Frame Number:
008379/0035

SEARCH-FLD: 709#203 , 709#219 , 709#207 , 709#231 , 709#224 , 709#217 , 709#218
, 705#10 , 395#20054 , 707#501 , 707#513

IPC-MAIN-CL:   G 06F013#0

PRIM-EXMR: Maung, Zarni

ASST-EXMR: Winder, Patrice L.

ENGLISH-ABST:
A process for optimizing the effectiveness of a web site analyzes various
hypertext variables of hypertext documents formed from Hyper Text Mark-up
Language (HTML) to identify weak links in order to improve compliances with the
business objective for the web site. A plurality of alternate hypertext
documents are created and placed in parallel paths relative to the original
hypertext document according to a predetermined distribution pattern which may
be sequential, equal distribution or random distribution, for example. Accesses
to the web site are redirected to the alternative hypertext elements
transparently. Access logs for each of the alternative hypertext documents are
analyzed to determine the most effective alternative hypertext document,
according to a predetermined criteria. The most effective hypertext element is
then substituted for the original hypertext element in order to improve the
effectiveness of the web site.

## No Documents Found

No documents were found for your search (**5968125 or 5,968,125**). Please edit your search and try again. You may want to try one or more of the following:

- Check for spelling errors.
- Remove some search terms.
- Use more common search terms.
- If applicable, look for all dates.

**Edit Search**

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**LEXIS-NEXIS**
**Library: PATENT**
**File:     JNLS**

## No Documents Found

No documents were found for your search (**5968125 or 5,968,125**). Please edit your search and try again. You may want to try one or more of the following:

- Check for spelling errors.
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- Use more common search terms.
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**Edit Search**

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**LEXIS-NEXIS
Library: PATENT
File:      CASES**

** SS 2: Results 1

Search statement   3

?prt full nonstop legalall

1/1 PLUSPAT - (C) QUESTEL-ORBIT
PN  - US5968125 A 19991019 [US5968125]
TI  - (A) Process for optimizing the effectiveness of a hypertext element
PA  - (A) NET ROI  (US)
IN  - (A) WEAVER SCOTT D  (US); GARRICK GEORGE R  (US)
AP  - US78753297  19970121  [1997US-0787532]
PR  - US78753297  19970121  [1997US-0787532]
IC  - (A) G06F-013/00
EC  - G06F-017/30W7
    - G06F-017/60B2
PCL - ORIGINAL (O) : 709224000; CROSS-REFERENCE (X) : 707501100  707513000
      709219000
DT  - Basic
CT  - USB4777596; US5541911; US5708780; US5732218; US5848396; US5864852;
      US5870559
    - Ari Luotonen et al., World-Web Proxies, CERN, Apr. 1994, pp. 1-8, W3C,
      http://www.w3.org/.
STG - (A) United States patent
AB  - A process for optimizing the effectiveness of a web site analyzes
      various hypertext variables of hypertext documents formed from Hyper
      Text Mark-up Language (HTML) to identify weak links in order to
      improve compliances with the business objective for the web site. A
      plurality of alternate hypertext documents are created and placed in
      parallel paths relative to the original hypertext document according
      to a predetermined distribution pattern which may be sequential, equal
      distribution or random distribution, for example. Accesses to the web
      site are redirected to the alternative hypertext elements
      transparently. Access logs for each of the alternative hypertext
      documents are analyzed to determine the most effective alternative
      hypertext document, according to a predetermined criteria. The most
      effective hypertext element is then substituted for the original
      hypertext element in order to improve the effectiveness of the web
      site.


1/1 LGST - (C) LEGSTAT
PN  - US 5968125  [US5968125]
AP  - US 787532/97  19970121  [1997US-0787532]
DT  - US-P
ACT - 19970121  US/AE-A
      APPLICATION DATA (PATENT)
      {US 787532/97  19970121  [1997US-0787532]}
    - 19991019  US/A
      PATENT
UP  - 1999-46

?fam us5968125/pn

  1 Patent Groups
  ** SS 2: Results 1

  Search statement   3

?famstate nonstop

  1/1 INPADOC - (C) INPADOC
  PN  - US 5968125  A  19991019  [US5968125]
  TI  - PROCESS FOR OPTIMIZING THE EFFECTIVENESS OF A HYPERTEXT ELEMENT
  IN  - GARRICK GEORGE R [US]; WEAVÉR SCOTT D [US]
  PA  - NET ROI [US]
  AP  - US 787532/97-A  19970121  [1997US-0787532]
  PR  - US 787532/97-A  19970121  [1997US-0787532]
  IC  - G06F-013/00


  1/1 LEGALI - (C) LEGSTAT
  PN  - US 5968125  [US5968125]
  AP  - US 787532/97  19970121  [1997US-0787532]
  DT  - US-P
  ACTE- 19970121  US/AE-A
      APPLICATION DATA (PATENT)
      {US 787532/97  19970121  [1997US-0787532]}
    - 19991019  US/A
      PATENT
  UP  - 1999-46